

Mr. Wattles' telephone calls, 15 April 1969

JEAN COUTURIER

RE: National Civil Service League Award -- Colonel White

JC: He won on his merits. Off the record, your write-up this year was superlative and I'll tell you why. He and the Ambassador to Indonesia, Marshall Green --from the very beginning, every single person voted for them. It's very easy for an ambassador who has just been given a big appointment to be in the running--it's very romantic and sexy--but it's very hard for a guy who is in your business.

RSW: Undoubtedly, I will be the guy to handle this. [REDACTED] STATINTL will be away at the Federal Executive Institute. His right hand, [REDACTED] will join me and probably will have most of the daily staff work to do. We don't have an information staff like most agencies, so we are going to have to do the whole bit. The Director will reply to your letter I am sure.

JC: We will want you to attend the meeting on 28 April at the Brookings Institution, Room 106, 12:00 p.m., Luncheon, about two hours. We are having an informal reception for Colonel White and the rest of them on the 24th of April. You are not needed for that, but you are welcome to come if you want to. It will be at the Federal City Club from 5 to 7. The Director will be invited as a former winner of our award. He will not be invited as an Agency Head.

First I would like to get as much enthusiasm as we can. I don't know what your best estimate is about the turnout you will have. There are ten to a table and we are shooting for a grand total of 1,700 at the dinner. I will announce 2,000 at the meeting but we are shooting for 1,700. We have got ten winners.

RSW: You would like to have 100 to 150 from here?

JC: Yes.

The key thing is every year we go through this. One out of two agencies do a good job of publicity and the rest fall flat on their faces. I would like you to pull out all stops and do a hell of a job--you know, press releases from Helms, try to get some stories in the Sunday supplements, TV coverage.

RSW: I don't know how far we can go with the TV coverage. Let me send up a note right away to this effect, because this involves policy decisions as well as action.